



COUNCIL INFORMATION MEMORANDUM

DATE: December 8, 2009

TO: The Honorable Mayor and City Council

VIA: Jim Sandoval, City Manager 

FROM: Gary Halbert, Deputy City Manager/Development Services Director 

SUBJECT: Update on Various Planning Efforts in Southwest Chula Vista

This memorandum provides the City Council with an update on the activities undertaken by Development Services Department staff related to planning efforts in southwest Chula Vista. In 2005, the newly updated General Plan identified the following five distinct planning districts within the Southwest Planning Area as "Areas of Change": Palomar Gateway, South Third Avenue, South Broadway, West Fairfield and Main Street. Within these areas, the General Plan established updated objectives and policies related to land uses, intensity/height, design and amenities to help guide implementation of the community's new vision for the area. For each of the districts, the preparation of a specific plan or other regulatory document is required to provide the tools necessary to implement the General Plan.

In May and June 2009, the Southwest Leaders' Conference was organized and implemented as part of the Southwest United in Action strategy. The six week session was a very successful activity in building leadership capacity and engaging the community around various issues and priorities raised through the Southwest United in Action effort. In July and August 2009, the Development Services Department sponsored three Urban Design Workshops held throughout the southwest to gather early public input related to the specific planning process and issues related to future land uses, transportation, and urban design for the five planning districts. Over fifty members of the community attended one or more of the Saturday sessions held over the summer. The Urban Design Workshops were intended to foster and bring forth the community's diverse viewpoints as an initial step in the planning process. At the interactive workshops, rough Concept Diagrams were developed with local residents, property owners, and community organizations that were both familiar with the conditions of the district and had an interest in the future recommendations of the planning efforts. The results of the workshops have been memorialized in a Summary Booklet for each of the three workshops (attached). These booklets identify opportunities and challenges facing long term viability of the districts and ideas suggested by workshop participants.

From the Southwest Leaders' Conference and the Urban Design Workshops, staff identified and reached out to a group of individuals with interest, knowledge of the area, and leadership abilities to be part of and actively participate in the Southwest Working Group (SWWG). The 23 member SWWG represents a cross-section of the southwest community, including community organizations, businesses, and residents. The SWWG will work with staff in overseeing activities

related to the various planning efforts anticipated for the southwest. The first meeting of the SWWG has been tentatively set for the evening of December 17, 2009.

Next month, city staff will present a resolution for the City Council to accept a grant and enter into an agreement with the San Diego Association of Governments (SANDAG). The grant in the amount of \$400,000 was awarded to the City by SANDAG in May 2009 for the preparation of a Specific Plan and Environmental Impact Report for the Palomar Gateway District. Upon acceptance of the grant, staff and the SWWG will begin to work on the activities related to the specific planning process.

It is expected that staff, working with the SWWG, will develop a strategy to further implement the General Plan vision for the other planning districts. The strategy may include development of an infrastructure delivery plan, an economic incentives/rewards program, updated zoning standards and design guidelines, and streetscape master plans. Staff will continue to report back to the City Council on the progress of each of the planning efforts.

Attachments

MAIN STREET DISTRICT

Urban Design Workshop

SUMMARY



July 25, 2009



Acknowledgements

One of the most important elements of any planning process is public participation. The Southwest Urban Design Workshops were conducted to obtain early public input related to the conditions of the five planning districts located in the Southwest area of the city, and the opportunities for their improvement. Over thirty members of the public participated in the Main Street Workshop, and represent a good cross section of the population of the city, such as residents, business owners, property owners, community organizations and other stakeholder of the area. The City of Chula Vista thanks them all for taking the time to participate in the workshop and provide valuable input for the improvement of our community.

"Decision makers must be in touch with good information concerning characteristics and trends of the community, but they must also be in touch with the aspirations, values, and visions of the citizens they serve."

Quoted from "Citizen Participation: Whose Vision Is it?" By William R. Klein, AICP

Workshop Participants

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Mariana Lopez, Interpreter

"The contemporary practice of Urban Design focuses on making the most of urban areas to create pleasant places in which to linger, to partake of public life, and to help build strong, tolerant, progressive civil society."

Quoted from What Is Urban Design? in: www.mcgill.ca/urbandesign/what

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1.0 Introduction

1.1 Purpose of Urban Design Workshop

On July 25, 2009 the Development Services Department sponsored the urban design workshop held at the City's Otay Recreation Center to gather early public input related to the specific planning process and issues related to future land uses, transportation, and urban design for the Main Street District of southwest Chula Vista. The preparation of specific plans or other implementing zoning and development regulations is mandated by the 2005 General Plan for each of the five Southwest planning districts (Palomar Gateway, West Fairfield, Main Street, South Third Avenue and South Broadway Districts) in order to provide the tools necessary to implement the objectives and policies of the 2005 General Plan.

Over thirty members of the community attended the Saturday session which was the second of three workshops held over the summer. The Main Street Urban Design Workshop was intended to foster and bring forth the community's diverse viewpoints, as an initial step in the planning process. The intent of the workshop was to quickly develop rough Concepts Diagrams with local residents, property/business owners and community organizations who are both familiar with the conditions of the district and have an interest in the ultimate recommendations of the Plan. This booklet portrays the results of the workshop. It identifies challenges and opportunities facing long term viability of the area and ideas suggested by Workshop participants.

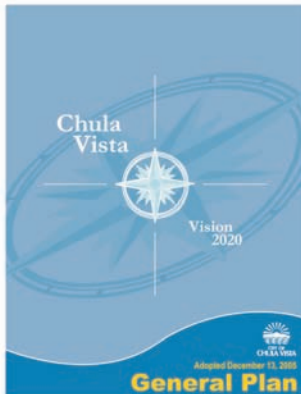
1.2 Districts Location and Description

The Main Street District functions as a commercial-industrial service area and interfaces with the Otay Town residential neighborhoods north of Main Street and with the Otay River Valley open space to the south. The Main Street District extends between Interstate 5 and Interstate 805 and is predominantly an industrial corridor. The District's area of focus is generally located between Industrial Boulevard on the west and Hilltop Drive on the east.



While there are relatively large commercial properties on the north side of Main Street, west of Broadway, remaining land uses on the north and south sides of Main Street consist of light industrial uses, also referred to as limited industrial uses. Most of the properties located on the north side of Main Street between Fourth Avenue and Albany Street are narrow lots, which are part of the original Otay Town Subdivision, which dates back to the 1887 land track. The properties on the north side of Main interface very closely with the residential properties on the south side of Zenith Street. Several of the industrial properties have already encroached and overtaken some of the residential properties, particularly at the west end of Zenith Street. However, many other residential properties, predominantly single-family units, located east of Fresno Street are stable and are kept in very good condition. Several storage facilities and outdoor storage businesses exist in the area. The area along Main Street between Fourth and Albany Street contain several used car lots, which are considered non-conforming uses.

Summary



1.3 Context - General Plan

The Chula Vista 2005 General Plan designates the Main Street District as one of the five “areas of change”. The General Plan vision for the Main Street District is the continued development of the area with industrial uses to become the primarily industrial area of Southwest Chula Vista. The appearance of this heavily traveled thoroughfare is expected to improve over the years due to conformance with design standards that encourage attractive buildings and street frontages, and that provide protection of adjacent residential areas. Light or limited Industrial uses extend within previously developed areas south of Main Street to the edge of the Otay River Valley open space. Mining activities within and adjacent to open space areas are expected to be ceased in the

future. With the implementation of mining reclamation plans for these areas, there will be a balance between restoration of habitat for sensitive biological species, new employment, and other recreation uses.

Future development of the Main Street District must be consistent with the goals and policies of the 2005 General Plan. Exhibits A and B identify objectives and policies, from the Land Use and Transportation Element, the Economic Development Element, as well as the Southwest Area Plan of the General Plan, which apply to the Main Street District.

2.0 Summary of Workshop



Star News Display Ad

The workshop was a one-day activity, intended to provide opportunities for the public to engage in a “hands on” planning exercise. The process was an inclusionary public participation outreach to gain input from residents, business and property owners and community organizations regarding their perspective and vision for the area. The outreach for the workshop included distribution of meeting flyers to many individuals and organizations involved in previous Southwest community planning efforts, posting flyers at local businesses and public buildings, highlighting the workshops on the City's website, press releases to local newspapers, e-mail blasts through Nixle messaging, and coordination with various community groups to encourage the community's participation.

The all day workshop included a morning presentation by city staff regarding the general plan and specific plans, and a healthy dialogue with the participants; a two hour walking tour of the district; followed by afternoon brainstorming sessions among small groups in response to opportunities and challenges observed on the walking tour. The small groups depicted their written comments on an aerial map and concluded the day by presenting their findings to the entire group.

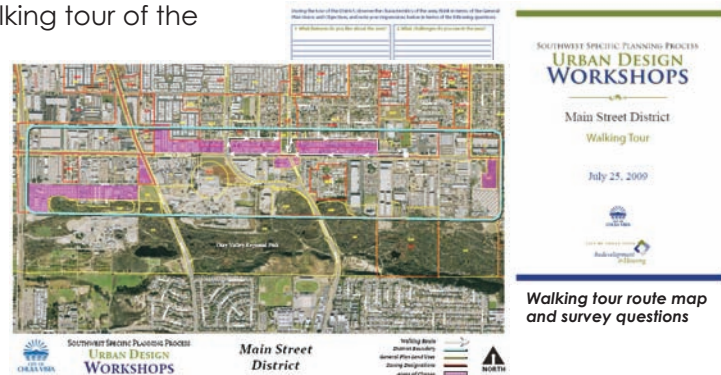


City staff delivers presentation

Summary

2.1 Walking Tour

The Workshop's afternoon session included a walking tour of the district area. The purpose of the walking tour of Main Street District was to explore the district on foot and see and experience the territory first hand. The tour was used to identify and point out problems/issues that need to be addressed as part of the specific planning process. The tour also served to identify opportunities and constraints and categorize problems/issues related to land use, infrastructure, and urban design.



While over thirty members of the community attended the workshop at various times during the day, a smaller group of attendees participated in the walking tour. The stakeholders that participated in the walking tour were divided into two groups. Each group was kept small in order to facilitate the observation of the area and the discussion. Each group was led by one or two city staff members. While each group went on a different direction, all groups covered the same territory and saw the same area.

2.2 Group Breakout Sessions

At the completion of the tour, all groups went back to the meeting place to debrief on their observations. Each group was asked to discuss what they saw and develop a list of problems/issues, opportunities/constraints, and suggest ways to improve the area. Exhibits C, D, E and F are a compilation of the input provided by the walking tour participants. Exhibit F contains a list of comments and copies of Main Street business cards handed to city staff by one of the Main Street workshop participants.



2.3 Group Presentations

The participants were also given large (2' x 3') aerial maps of the area and were asked to put their comments/suggestions on the maps and develop a conceptual map of the district. Exhibits G and H show the images of the maps prepared by the groups. The last exercise of the afternoon was for each group to report out and present their conceptual map to the entire group.

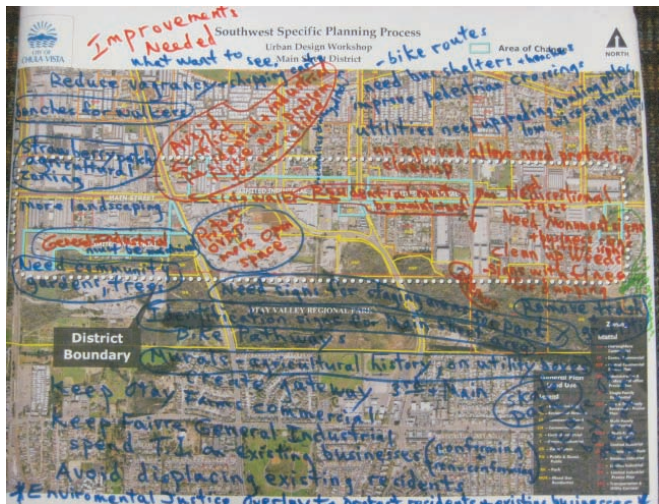
3.0 Next Steps

The Urban Design Workshop for the Main Street District was the second workshop Intended to gather early Input from the area's stakeholders and represents the Initial step in the process of implementing the 2005 General Plan vision, objectives and policies for the southwest area of Chula Vista. As indicated previously, the southwest area contains five districts that have been designated by the 2005 General Plan Update as areas for further study and preparation of a specific plan or other regulatory plans/documents.



The next step in this process, as it pertains to the Main Street District, is for city staff to formulate a strategy that will include the General Plan implementing tools, such as an infrastructure delivery plan, an economic incentives/rewards program, a streetscape plan, etc. These implementing tools and others could be integrated into a package intended to provide the improvements and enhancements that the Main Street District needs and the workshop participants outlined in their discussion and comments. During the next few months, city staff will be working in the development of this strategy, in conjunction with the continued active participation and input of the community.

The Urban Design Workshop and the resulting lists of comments and Conceptual Maps will be utilized in various ways throughout this implementing process. The participation of the residents, property/business owners and other stakeholders will be an important element of this process. It is anticipated that a Working Group of stakeholders will be formed, and members of the public will be invited to participate in community meetings to provide input throughout the process.



Conceptual maps prepared by participant groups

**2005 General Plan Update
Land Use and Transportation and Economic Development Elements
Objectives and Policies**

<p>Objective LUT 3</p> <p>Direct the urban design and form of new development and redevelopment in a manner that blends with and enhances Chula Vista's character and qualities, both physical and social.</p>
<p>Objective LUT 4</p> <p>Establish policies, standards, and procedures to minimize blighting influences and maintain the integrity of stable residential neighborhoods.</p>
<p><u>Policies</u></p> <p>LUT 4.1 Preserve and reinforce the community character of existing, older, well maintained, stable residential neighborhoods located outside of the Districts or Focus Areas identified for change in this document.</p> <p>LUT 4.2 Protect existing, stable, single-family neighborhoods through zoning or other regulations that discourage the introduction of higher density residential or other incompatible or potentially disruptive land uses and/or activities.</p> <p>LUT 4.3 Require that new development, or redevelopment, through consideration of site and building design, and appropriate transition and edge treatments does not negatively affect the nature and character of nearby established neighborhoods or development.</p>
<p>Objective LUT 6</p> <p>Ensure adjacent land uses are compatible with one another.</p>
<p><u>Policies</u></p> <p>LUT 6.2 Require that proposed development plans and projects consider and minimize project impacts upon surrounding neighborhoods.</p> <p>LUT 6.7 Require that outdoor storage areas or salvage yards be screened from any public right-of-way.</p> <p>LUT 6.8 Require that any land use that handles, generates and/or transports hazardous substances, will not negatively impact existing or future sensitive receptors/land uses, as defined by state and federal regulations.</p>
<p>Objective LUT 7</p> <p>Appropriate transitions should be provided between land uses.</p>
<p><u>Policies</u></p> <p>LUT 7.2 Require new or expanded uses to provide mitigation or buffers between existing uses where significant adverse impacts could occur.</p> <p>LUT 7.3 Require that commercial and industrial development adjacent to residential or educational uses be adequately screened and buffered to minimize noise, light, glare, and any other adverse impacts upon these uses.</p> <p>LUT 7.4 Require landscape and/or open space buffers to maintain a naturalized or softer edge for proposed private development directly adjacent to natural and public open space areas.</p>
<p>Economic Development Element</p>
<p>Objective ED 1</p> <p>Provide a diverse economic base for the City of Chula Vista.</p>
<p><u>Policies</u></p> <p>ED 1.3 Encourage the preservation and expansion of existing industrial uses in areas designated as industrial.</p>
<p>Objective ED 4</p> <p>Become a center for applied technology innovation.</p>
<p><u>Policies</u></p> <p>ED 4.1 Publicize the economic and social benefits of industry, emphasizing the health of the Chula Vista economy, the "high-tech" dimensions of industry, and the community value of well-paying, high-benefit industrial employment.</p>

2005 General Plan Update
SOUTHWEST AREA

8.4.5 Main Street District

VISION FOR DISTRICT

The Main Street District is the focus of limited industrial uses within western Chula Vista. The appearance of this heavily traveled thoroughfare has improved over the years due to conformance with design standards that encourage attractive buildings and street frontages, and that provide protection of adjacent residential areas. Light or limited Industrial uses extend within previously disturbed development areas south of Main Street to the edge of the Otay River Valley open space. Mining activities within and adjacent to open space areas have ceased. With the implementation of mining reclamation plans for these areas, there is a balance between restoration of habitat for sensitive biological species, new employment, and other recreation uses.

OBJECTIVE 45:

Provide for and enhance a strong business district along Main Street that can be balanced between meeting the community's economic needs and establishing a strong open space connection with the nearby neighborhoods.

POLICIES

LUT 45.1

Coordinate implementation of mining reclamation plans with the need to program land for job-creating and recreation uses along the Otay River Valley.

LUT 45.2

Explore opportunities to restore sensitive habitat areas between Broadway and Beyer Way where mining activities currently exist, through state mandated mining reclamation plans.

LUT 45.3

Explore opportunities to provide sensitively designed active recreation parks adjacent to the Otay River Valley to meet local, as well as regional, park needs.

LUT 45.4

Continue ongoing code enforcement efforts to ensure acceptable property maintenance standards.

LUT 45.5

The City shall prepare, or cause to have prepared, a specific plan or plans, for the Main Street District area that address an increase in depth of Limited Industrial designated land uses on the north side of Main Street back to Zenith Street; establishes design and landscape guidelines and zoning-level standards; and addresses the interface of the Otay Valley Regional Park with land uses on or near Main Street.

The City will prepare an Implementation Program to define logical planning units within the overall Main Street District, and to assure establishment of the above plans/regulations for the overall District and the identified planning units. The Implementation Program will also include interim provisions for the consideration of any projects within this area prior to completion and adoption of the applicable plan/regulations.

2005 General Plan Update
SOUTHWEST AREA
8.4.5 Main Street District

USES:

LUT 45.6

Maintain Main Street primarily as a limited industrial corridor.

LUT 45.7

Expand limited industrial uses on the north side of Main Street to Zenith Street.

LUT 45.8

Provide a limited amount of neighborhood commercial to serve local employees and residents at the intersection of Main Street and Third Avenue.

LUT 45.9

Allow Residential High uses in the eastern portion of the Main Street District (in Broderick Acres).

LUT 45.10

Establish trail staging areas along the Otay Valley Regional Park that provide safe, convenient, and identifiable access from the Southwest Planning Area.

INTENSITY/HEIGHT

LUT 45.11

Allow a maximum floor area ratio of 0.5 and low-rise buildings in Limited Industrial designated areas in the Main Street Corridor.

LUT 45.12

Allow low-rise buildings in Residential Medium, Residential High, Limited Industrial, and Retail Commercial designated areas.

DESIGN

LUT 45.13

The appropriate Specific Plans for the Main Street Corridor shall include design guidelines and standards that address urban development adjacent to the Otay Valley Regional Park.

LUT 45.14

Require development adjacent to the Otay Valley Regional Park to orient buildings for maximum public access to open space and to provide compatible landscaping along the Park's edge.

AMENITIES

LUT 45.15

Community amenities to be considered for the Main Street District as part of any incentive program should include, but not be limited to those listed in Policy LUT 27.1.

Urban Design Workshop - Main Street District
Participants Comments - July 25, 2009

GROUP #1

Challenges:

1. Old infrastructure
2. Open up the alleys (intimidating, apply opted, find out about programs)
3. Utility poles
4. Lack of ramps, no handicap accessibility
5. Alley between industrial and residential create for consolidation of industrial uses
6. Change code enforcement to code compliance
7. A lot of places need improvements
8. Landscape encroaches on the sidewalks
9. Make sidewalks pedestrian friendly (not comfortable, don't feel safe) inconsistency of the sidewalks
10. Implement the right of way on South Main by the Eagle Club
11. Create more flexible standards

Opportunities:

1. Make Main Street the most beautiful street
2. Clean Main Street
3. Eliminate eye-sores (fenced property, clean your own property, awards for best kept property, reward system)
4. Good landscaping
5. Some good quality residential south of Zenith
6. Some markets
7. Promoting green businesses and office
8. Nice housing and small markets
9. Look at nonconforming uses to improve thriving businesses
9. Make the plan and process more business-friendly
10. More trees on the sidewalks/landscape
11. Incorporate bike lanes linked to the bay-shore bikeway
12. Horse, bike, and hiking trails
13. Ensure visible access to OVRP
14. Increase safety along OVRP
15. Establish connectivity for the residents and industrial areas
16. As redevelopment occurs we want to address drainage issues, lighting, noise, any impact to the open space
17. Promote the area as business-friendly

Urban Design Workshop - Main Street District
Participants Comments - July 25, 2009

GROUP #1 - Continued

Comments on Maps

1. Synchronize traffic signals
2. Bike lanes
3. Promote businesses
4. Provide better signage
5. Improve sidewalks, add landscaping, lighting
6. Community garden, educational complex, fields/mining, industry
7. Preserve Otay Baptist Church on Third and Zenith
8. Industrial rezone, promote green job office space
9. Improve connections to across Main St.
10. Unique historic resource on Eastern side of MainAnderson House
11. Address adjacency issues/ interface with parks by OVRP
12. General Comment: create more flexible standards that promote businesses, need economic promotion

Urban Design Workshop - Main Street District
Participants Comments - July 25, 2009

GROUP #2

What we would like to see:

1. Strawberry patch remain agricultural and landscaping
2. Community garden on S.E. corner of Fresno and Zenith
3. Sheltered bus stops
4. De-channelized drainage channel on Fresno
5. Need signage to OVRP, amphitheater, water park
6. Identity signage on Main Street
7. Bike pathways, skate parks
8. Enhance utility boxes with murals and art (maybe with historic theme)
9. Create a gateway on 3rd and Main
10. No specific plan to encumber areas
11. Keep Faivre Street general industrial
12. Keep Otay Farms commercial
13. Designated bike lanes
14. Tax increment money spent on improving nonconforming and existing conforming businesses
15. Asphalt grindings by City should be used for alleys
16. Avoid displacing residents
17. Environmental justice for residents of S.W. and existing businesses
18. Leave bathrooms at OVRP open at night for homeless

Features we like in the area:

1. Variety of uses and architecture
2. Historical sides
3. Affordable housing (existing)
4. Otay Valley Regional Park
5. How well-kept residences are on Zenith
6. Walkability to small businesses, church, and libraries
7. Variety of restaurants
8. Otay Farms
9. Lots of potential for re-purposing vacant lots, ie. Parks
10. Nice mixture of businesses south of Main are well maintained
11. Width of Main Street; paved and accessible to highways/freeways

What we dislike in the area:

1. Lack of marked pedestrian crossings
2. Bus stops do not have shelters or benches
3. Vagrancy and push carts
4. Benches and sitting spaces for pedestrians are lacking
5. Graffiti and garbage
6. Substation on Albany and Main next to elementary school
7. Get rid of, relocate substation to existing Peaker Plant site
8. Need directional (way-finding) signage. Need monument signage, business, and historical signage
9. Clean areas, ie. Weeds, garbage
10. Unimproved alleys
11. Conflict between residential and industrial uses
12. Noise
13. Lack of sidewalks along Main & 3rd Avenue
14. Various utilities, posts, fences encroach onto sidewalks
15. Displacing residents in industrial areas

Summary

Urban Design Workshop - Main Street District
Participants Comments - July 25, 2009

GROUP #2 - Comments on Maps

What we like:

1. Some properties show pride of ownership
2. Variety of restaurants
3. Walkability to small businesses, church, rec. center
4. Existing affordable housing
5. Well kept-up homes on Zenith
6. Variety of uses, architecture
7. Nice mixture of businesses south of Main
8. Potential empty lots for parks, community gardens, etc
9. Wide Main Street paved and accessible to freeways/highways
10. Otay Farms
11. Otay has maintained its character
12. OVRP nice well kept landscape areas
13. Large deep lots
14. Healthy senior population, ie. Lots of gardening
15. Honest people

Improvements Needed:

1. Reduce vagrancy, shopping carts
2. Benches for walkers
3. Strawberry patch, agricultural zoning
4. More landscaping
5. General industrial must be industrial
6. Need community gardens, trees
7. Avoid conflict residential and industrial, noise problems for residents now
8. Sidewalks
9. Protect OVRP more open space
10. Bike routes
11. Need bus shelters and benches
12. Improve pedestrian crossings
13. Utilities need upgrading, bending poles, low wires intrude, sidewalks, etc
14. Unimproved alleys need protection, clean up
15. Residential must be maintained
16. Need directional signs, need monument signs and business signs
17. Clean up weeds
18. Signs with fines for dumping
19. Remove (southeast end of Main)
20. Remove trash and graffiti
21. Need signs for staging areas for park
22. Identification signs for Main Street area
23. Bike pathways
24. Murals agriculture history on utility boxes
25. Create gateway 3rd and Main
26. Keep Otay Farms commercial
27. Keep Faivre general industrial
28. Spend T.I. on existing businesses (conforming and nonconforming)
29. Avoid displacing existing residents
30. Environmental justice overlay to protect residents and businesses
31. Skate park
32. Leave bathrooms open for homeless

Summary

Urban Design Workshop - Main Street District
Participants Comments - July 25, 2009

Comments made by residents who had to leave early, but left their sheets

Improve:

1. Zenith and Del Monte improve the curb ramps
2. Fresno/ Zenith fence
3. Zenith between Fresno/4th trees invading sidewalk
4. Main/ 4th sidewalks missing- uneven, no ramps, poles in the middle of sidewalk, no crosswalk
5. Clean creek Main/Fresno (south)
6. City to review public right of way
7. Main/ 3rd inconsistent northeast (bad) southwest (perfect)
8. Main Street east corner of 4th need to improve the sidewalk and the industrial area also
9. Plants in median
10. Sidewalks with trees
11. Murals on utility boxes representing historic CV
12. Identify key historic resources
13. Shade bus stops
14. Directional signage for amphitheater, Soak City, OVRP
15. Screen uses so it's not visible to the public
16. Dechannelize drainage on Fresno
17. Community garden- SE corner of Fresno and Zenith
18. Asphalt grindings by City should be used for alley
19. Main and Albany no crosswalk

Challenges:

1. Zenith and Banner - the cross walk needs current line up for crossing the street
2. Main Street to development for zoning for Industrial (clean industrial) zone or nice residential area
3. A lot of traffic, speed limit 40?
4. Pave sidewalks
5. Weeds, graffiti
6. No signage
7. Truck loading should be on east, away from residential
8. Existing homes with businesses
9. Empty buildings, vacant lots are fire hazard
10. Trash and dirty
11. Sawed off poles on sidewalk area
12. Location of bus stop on 3rd and Main (dangerous because cars are turning)
13. Limited industrial uses on Zenith is not compatible with residential to the north (noise pollutants)
14. Conflicts with residential when City zoned area to Industrial
15. People rent in area and would be displaced if area changes to Industrial

Things we like:

1. Rehabilitation building for physical therapy and exercise site for people with disabilities or people who need Special rehabilitation
2. Community park on Fresno/ Zenith

Other Comments:






1. Signage - Directional
2. Only several industrial uses exist between 3rd and 4th
3. Stable residential should remain along Zenith

**Urban Design Workshop - Main Street District
Participants Comments - July 25, 2009**

Questions and Comments:

1. Non-conforming uses ordinance prohibits expansions. Response: Committee looking at ordinance.
2. Comments taken for what they are; don't clean it up (language) issue of trust of City. Example: Get rid of peaker plant clean air
3. Land uses GP. Zenith Street to stay residential. Change of limited industrial residential (East Main St Near I-805)
4. Drainage issues. Broadway 27th St. Response: Specific Plan addresses infrastructure don't always rely on property owners to improve, the City should
5. Sidewalks needed
6. What is the timeline?
7. Shouldn't engineering or other corresponding parties be here?
8. We've been promised as residents...cooperation! Sidewalks, gutters
9. Designated setback for Otay River?
10. We need ground rules, setbacks, limitations
11. What is the ratio/ percentage for parks or open space?
12. Will GP address financing measures? Infrastructure, economics, and fees?
13. From Orange to Main on Albany St. alleys don't have sidewalks. There is dumping, industrial waste, graffiti. We don't feel safe.
14. We're focusing on industrial areas but we the residents should be taken into account because we live here and are part of the businesses as well.
15. Shouldn't people be addressed again?
16. City charged for pavement in future. Safety, fire, etc. If charged it should be done.
17. Have municipal codes been updated? Seems so hard to change them, conflicting.
18. Not business-friendly when it doesn't allow them because it's not updated, businesses are just spending money.
19. You have your goal of light industrial, we can give input, but it's done. There are conflicts of industrial being right next to residential.
20. Alleys are same or worse because of dumping. You figure we don't care. With more light industrial more dumping is invited.
21. Improve and take care of alleys/ community project clean up of area.
22. City and people work together to help each other. If each party put ½ and got grants maybe things would get done.
23. Signs saying dumping is illegal and large penalty. Code enforcement, graffiti abatement, proactive programs for clean up, volunteering, community service programs.
24. What will be done with the sewer line along Faivre? Public works?
25. Reopen possibilities of self-assessment districts with CDBG or other CV funding in SW Chula Vista similar to Neighborhood Revitalization Program (NRP).
26. Develop methodology/process to determine funding, community involvement in the self-assessment district formation process.

2010-2014
Proposed Projects Matrix

		Economic Growth 4 points	Infrastructure 3 points	Compatible Development 2 points	Balanced Housing Opportunities 1 point	
		 				TOTAL POINTS
	Otay Valley					
M1	Expand Chula Vista Autopark	OK →	ISSUE BUILDING PERMITS			0
M2	Create Business Park on Energy Way	NO →	NO VACANT LAND			0
M3	New Peaker Plant Facility on Energy Way and remove facility on Main Street	NO →	DRAIN DEAD-REDUNDANT!			0
	E Street Trolley Station					
M4	Demolish former City corp yard site at F and Woodlawn	NO →	JUST SELL IT!			0
M5	Market former City corp yard site at F and Woodlawn for development	OK -	SELL IT!			0
M6	Work with MTS to market trolley site for development		ISSUE BUILDING PERMITS			0
	H Street Corridor					
M7	Work with developer to complete Gateway Phase III		ISSUE BUILDING PERMITS			0
M8	Encourage Scripps to develop medical office building at current site		ISSUE BUILDING PERMITS			0
M9	Work with General Growth Properties on Chula Vista Center opportunities		SMOKE & MIRRORS			0
M10	Finance and complete ULI National Study		SMOKE & MIRRORS			0
	Broadway					
M11	Implement Broadway Economic Development Strategy		ISSUE BUILDING PERMITS			0
M12	Collaborate and promote Broadway Business Association		SMOKE & MIRRORS			0
M13	Fund and implement Business Improvement Grant Program		SMOKE & MIRRORS			0
M14	Market San Diego Regional Enterprise Zone		SMOKE & MIRRORS			0

2010-2014
Proposed Projects Matrix

	Southwest					
M15	Fund and complete the Specific Plan	No	No	No	No	0
M16	Prepare Main Street Streetscape Master Plan	WHY - WHAT FOR				0
M17	Prepare Broadway Streetscape Master Plan	WHY - WHAT FOR				0
M18	Evaluate reuse options for historic Salt Works site	ISSUE BUILDING PERMITS				0
M19	Acquire for-sale residential property in West Fairfield Area	No	No	No	No	0
M20	Facilitate redevelopment of Hanson Aggregate site	ISSUE BUILDING PERMITS				0
M21	Facilitate redevelopment of Palomar and Industrial	ISSUE BUILDING PERMITS				0

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Exhibit G - Conceptual Map from Group #1



[illegible]

SOUTH THIRD AVENUE & SOUTH BROADWAY DISTRICTS

Urban Design Workshop

SUMMARY



August 1, 2009



Acknowledgements

One of the most important elements of any planning process is public participation. The Southwest Urban Design Workshops were conducted to obtain early public input related to the conditions of the five planning districts located in the Southwest area of the city, and the opportunities for their improvement. Over twenty-two members of the public participated in the South Third Avenue/South Broadway Districts Workshop, and represent a good cross section of the population of the city, such as residents, business owners, property owners, representatives of community organizations, and other stakeholder of the area. The City of Chula Vista thanks them all for taking the time to participate in the workshop and provide valuable input for the improvement of our community.

“American democracy is rooted in the concept of representation. Actively encouraging citizens to participate in decision making assures their views will be heard. Thus participation is important for a healthy representative democracy.”

Quoted from Partnerships and Participation in Planning in: www.uap.vt.edu/cdrom

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“By far the greatest and the best form of wisdom is that which deals with the planning and beautification of cities and human settlements.”

Plato on Socrates, as quoted in the recinded Montgomery Specific Plan, 1988, p. 14

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1.0 Introduction

1.1 Purpose of Urban Design Workshop

On August 1, 2009 the Development Services Department sponsored an urban design workshop held at the Lauderbach Boy and Girls Club building to gather early public input related to the specific planning process and issues related to future land uses, transportation, and urban design for the South Third Avenue and South Broadway Districts of southwest Chula Vista. The preparation of specific plans or other implementing zoning and development regulations is mandated by the 2005 General Plan for each of the five Southwest planning districts (Palomar Gateway, West Fairfield, Main Street, South Third Avenue and South Broadway Districts) in order to provide the tools necessary to implement the objectives and policies of the 2005 General Plan.

Over twenty-two members of the community attended the Saturday session which was the third of three workshops held over the summer. The South Third/South Broadway Urban Design Workshop was intended to foster and bring together the community's diverse viewpoints before a detailed plan is prepared. The intent of the workshop was to quickly develop rough Concepts Diagrams with local residents, property/business owners, and other stakeholders who are both familiar with the conditions of the district and have an interest in the ultimate recommendations of the Plan. This booklet portrays the results of the workshop. It identifies challenges and opportunities facing long term viability of the area and ideas suggested by Workshop participants.

1.2 Districts Location and Description

South Third Avenue District

The South Third Avenue District area runs along Third Avenue between L Street and Orange Avenue, a focus between Naples Street and Palomar Street. The South Third Avenue District is an important north/south commercial corridor that links several neighborhoods in the City. It contains a variety of businesses that provide goods and services to the adjacent neighborhoods and the rest of the community. The District also contains several public institutions, such as a fire station, post office, a neighborhood park and Boys and Girls Club, an elementary school and a church, that are located in the vicinity of Third Avenue and Oxford Street. The existence of these institutions offers the District the potential for the establishment of a civic focus area that could serve as a central reference point for Southwest Chula Vista. A mobile-home park is located at the southwest corner of Third Avenue and Naples Street. With a few exceptions, most of the commercial building stock along South Third Avenue is older and needs some level of improvement. The district contains pockets of marginal uses and declining structures that require major revitalization efforts in order to improve the area.



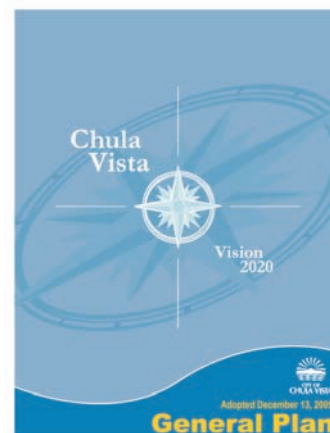
South Broadway District

The South Broadway District includes the area that extends along Broadway from L Street to Anita Street. The area of focus is comprised of two areas: one area includes the segment from L Street to Naples Street; the other area includes properties located south of the SDGE right of way and Anita Street. The District is primarily a commercial corridor with a variety of businesses that provide goods and services for the surrounding neighborhoods and the community. The area on the west side of Broadway between Naples and Palomar contains a group of “big box” stores, including Target, Costco and Walmart. This part of Broadway is not part of the focus area, since most of the sites and building structures have recently been remodeled or newly built.

The South Broadway District includes automobile oriented uses and local-serving businesses for adjacent residential neighborhoods. Automobile repair shops currently exist on South Broadway from L Street to Naples Street and are not compatible with surrounding uses. Improvements, including a landscape median have been completed along Broadway from L Street south to Main Street.

1.3 Context - General Plan

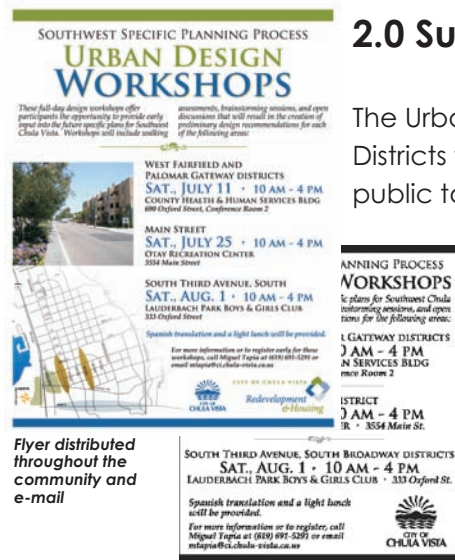
The Chula Vista 2005 General Plan designates the South Third Avenue and South Broadway Districts as two of the five “areas of change”. The 2005 General Plan vision for the South Third Avenue District calls for an area with neighborhood-serving commercial uses and good transit service for residents of the single-family and multi-family homes. It is an attractive area, with recent streetscape improvements and renovated building façades, where residents enjoy walking to do their daily shopping needs or dine in a restaurant. Some redevelopment along Third Avenue has introduced additional residential units above retail shops and professional offices. The long-term vision also calls for a transit station near the intersection of Third Avenue and Palomar Street, and a Bus Rapid Transit (BRT) route connect the Palomar Street Trolley Station with the eastern master planned communities and regional commercial centers.



The 2005 General Plan vision for the South Broadway District includes additional residential units along South Broadway, and the phased removal of conflicting automobile-related service/repair shops from L Street to Naples Street, and from Palomar Street to Anita Street. The District focuses on increasing the viability of retail shops, providing for needed housing opportunities, and improving the appearance of this major corridor. Automobile-related shops are focused within areas designated as light industrial areas, west of Broadway and along Main Street. This is a compatible location for necessary automotive services and avoids land use conflicts on South Broadway, north of Anita Street.

Future development of the South Third Avenue/South Broadway Districts must be consistent with the goals and policies of the 2005 General Plan. Exhibits A, B and C identify objectives and policies, from the Land Use and Transportation Element, the Economic Development Element, as well as the Southwest Area Plan of the General Plan, which apply to the subject districts.

Summary



Flyer distributed throughout the community and e-mail

Star News Display Add

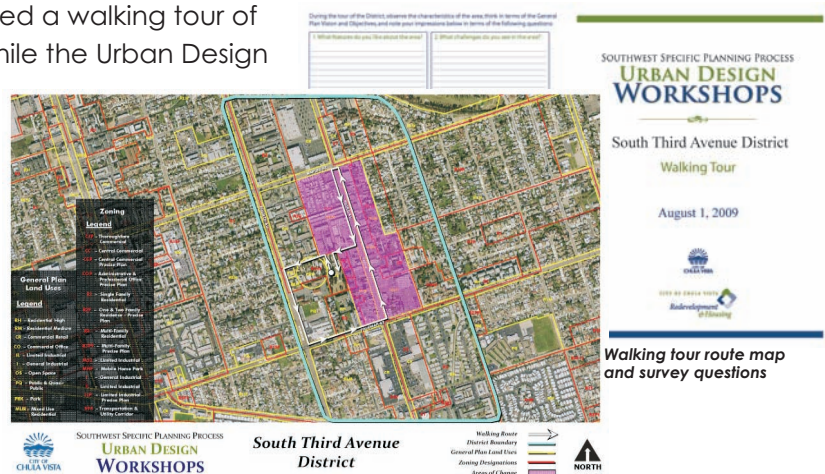
2.0 Summary of Workshop

The Urban Design Workshop for the South Third Avenue and South Broadway Districts was a one-day activity, intended to provide opportunities for the public to engage in a “hands on” planning exercise. The process was an inclusionary public participation outreach to gain input from residents, business/property owners and members of community organizations regarding their perspective and vision for the area. The outreach for the workshop included distribution of meeting flyers to many individuals and organizations involved in previous Southwest community planning efforts, posting flyers at local businesses and public buildings, highlighting the workshops on the City's website, press releases to local newspapers, e-mail blasts through Nixle messaging, and coordination with various community groups to encourage the community's participation.

The all day workshop included a morning presentation by city staff regarding the general plan and specific plans, and a healthy dialogue with the participants; a two hour walking tour of the South Third Avenue District; followed by afternoon brainstorming sessions among small groups in response to opportunities and challenges observed on the walking tour. The small groups depicted their written comments on an aerial map and concluded the day by presenting their findings to the entire group.

2.1 Walking Tour

The Workshop's afternoon session included a walking tour of the South Third Avenue District area. While the Urban Design Workshop covered in this booklet was for the South Third and South Broadway District, the walking tour only included the South Third Avenue District. This was due to time limitations and the large territory that could not be walked in one session. Aerial views of the South Broadway District were provided to the workshop participants, and insights about the District were shared by city staff and participants.



The purpose of the walking tour of the South Third Avenue District was to explore the District on foot and see and experience the territory first hand. The tour was used to identify and point out problems/issues that need to be addressed as part of the specific planning process. The tour also served to identify opportunities and constraints and categorize problems/issues related to land use, infrastructure, and urban design.



Over twenty-two members of the community attended the workshop at various times during the day and participated in the walking tour. The stakeholders that participated in the walking tour were divided into three groups. Each group was kept small in order to facilitate the observation of the area and the discussion. Each group was led by one or two city staff members. While each group went in a different direction, all groups covered the same territory and saw the same area.

2.2 Group Breakout Sessions

At the completion of the tour, all groups went back to the meeting place to debrief on their observations. Each group was asked to discuss what they saw and develop a list of problems/issues, opportunities/constraints, and suggest ways to improve the area. Exhibits D, E, F, G, H and I are a compilation of the input provided by the walking tour participants.



2.3 Group Presentations



The participants were also given large (2' x 3') aerial maps of the area and were asked to put their comments/suggestions on the maps and develop a conceptual map of the district. Exhibits J, K and L show the images of the maps prepared by the groups. The last exercise of the afternoon was for each group to report out and present their conceptual map to the entire group.

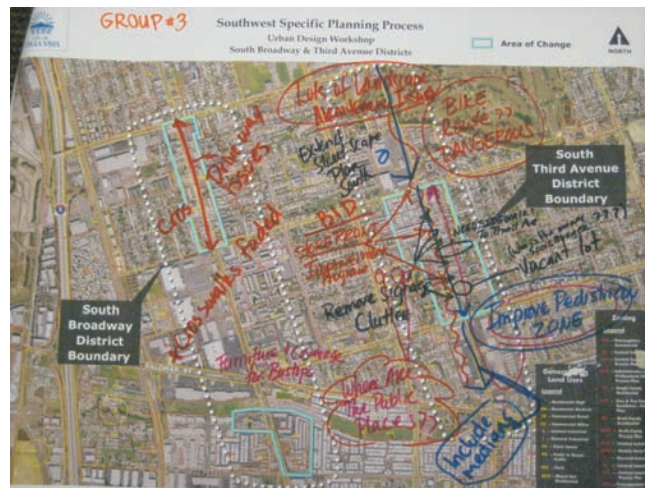
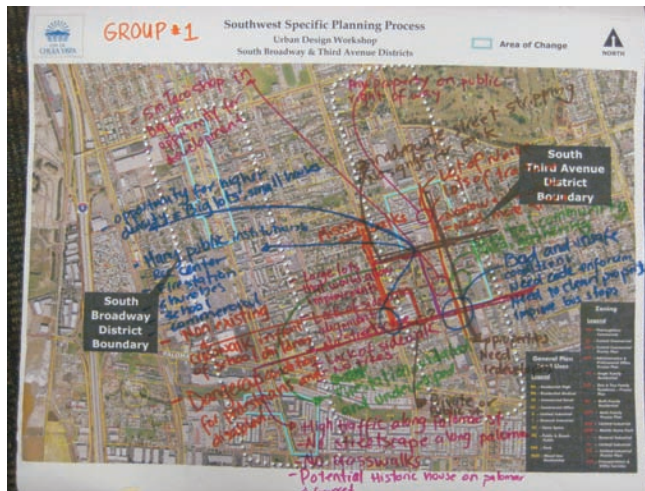
3.0 Next Steps

The Urban Design Workshop for the South Third Avenue and South Broadway Districts was the third workshop Intended to gather early Input from the area's stakeholders and represents the Initial step in the process of implementing the 2005 General Plan vision, objectives and policies for the southwest area of Chula Vista. As indicated previously, the southwest area contains five districts that have been designated by the 2005 General Plan Update as areas for further study and preparation of a specific plan or other regulatory plans/documents.



The next step in this process, as it pertains to the South Third Avenue and South Broadway Districts, is for city staff to formulate a strategy that will include the General Plan implementing tools, such as an infrastructure delivery plan, a streetscape plan, etc. These implementing tools and others could be integrated into a package intended to provide the improvements and enhancements that the two districts need and the workshop participants outlined in their discussion and comments. During the next few months, city staff will be working in the development of this strategy, in conjunction with the continued active participation and input of the community.

The Urban Design Workshop and the resulting lists of comments and Conceptual Maps will be utilized in various ways throughout this implementing process. The participation of the residents, property/business owners, community organizations and other stakeholders will be an important element of this process. It is anticipated that a Working Group of stakeholders will be formed, and members of the public will be invited to participate in community meetings to provide input throughout the process.



Conceptual maps prepared by participant groups

General Plan Land Use and Transportation and Economic Development Elements Objectives

Land Use and Transportation Objectives

Objective LUT 1

Provide a balance of residential and non-residential development throughout the City that achieves a vibrant development pattern, enhances the character of the City, and meets the present and future needs of all residents and businesses.

Objective LUT 3

Direct the urban design and form of new development and redevelopment in a manner that blends with and enhances Chula Vista's character and qualities, both physical and social.

Objective LUT 4

Establish policies, standards, and procedures to minimize blighting influences and maintain the integrity of stable residential neighborhoods.

Objective LUT 5

Designate opportunities for mixed use areas with higher density housing that is near shopping, jobs, and transit in appropriate locations throughout the City.

Objective LUT 6

Ensure adjacent land uses are compatible with one another.

Objective LUT 7

Appropriate transitions should be provided between land uses.

Objective LUT 10

Create attractive street environments that complement private and public properties, create attractive public rights-of-way, and provide visual interest for residents and visitors.

Economic Development Element Objectives

Objective ED 1

Provide a diverse economic base for the City of Chula Vista.

Objective ED 2

Maintain a variety of job and housing opportunities to improve Chula Vista's jobs/housing balance.

Objective ED 3

Retain and grow a mix of economically sustainable small and mid-sized industries and businesses.

Objective ED 7

Develop a strong land use and transportation link between the downtown urban core, bayfront, southwestern, and eastern areas of the City to support economic development throughout.

Objective ED 9

Develop community-serving and neighborhood uses to serve residents and visitors, alike.

2005 General Plan Update SOUTHWEST AREA

8.4.1 South Third Avenue District

VISION FOR DISTRICT

The South Third Avenue District is an area with neighborhood-serving commercial uses and good transit service for residents of the single-family and multi-family homes. It is an attractive area, with recent streetscape improvements and renovated building façades, where residents enjoy walking to do their daily shopping needs or dine in a restaurant. Some redevelopment along Third Avenue has introduced additional residential units above retail shops and professional offices. These physical improvements, plus the addition of more local-serving shops and a community center have helped to create a vibrant mixed use core in the Southwest Town Focus Area that has become a community focal point in the Southwest Planning Area.

A transit station near the intersection of Third Avenue and Palomar Street, and a Bus Rapid Transit (BRT) route connect the Palomar Street Trolley Station with the eastern master planned communities and regional commercial centers. The transit station serves the Southwest Town Focus Area and provides additional transportation options for the area. Due to proximity to transit, residential densities are higher south of Oxford Street than north of Oxford Street.

OBJECTIVE 41:

Redevelop the South Third Avenue District and create a vibrant, mixed-use area along Third Avenue, between Naples Street and Orange Avenue.

POLICIES

LUT 41.1

Encourage the clustering of community-oriented services and amenities in and near residential neighborhoods, including a post office; schools; branch libraries; open space and parks; tot lots; and neighborhood commercial uses along Third Avenue, between Naples Street and Orange Avenue, to create a greater sense of community for the Southwest Planning Area.

LUT 41.2

Provide for a bus rapid transit station near the intersection of Third Avenue and Palomar Street in concert with the reestablishment of a transit route connecting the Palomar Trolley Station with eastern Chula Vista.

LUT 41.3

Conduct a special study to determine the precise boundaries for the Southwest Town Focus Area, generally between Naples Street and Orange Avenue along Third Avenue. Subsequent to the special study, prepare a specific plan to guide the future redevelopment of the Southwest Town Focus Area as a mixed-use neighborhood integrating multi-family housing with office; retail; service; and community civic uses at a pedestrian scale where appropriate.

USES:

LUT 41.4

Encourage the owners of existing commercial shopping centers that contain chain grocery and drug stores to include additional uses, such as restaurants; entertainment; childcare facilities; public meeting rooms; recreation; cultural facilities; and public open spaces, which enhance neighborhood activity.

LUT 41.5

Strive for a distribution of uses within the areas designated as Mixed Use Residential along Third Avenue within the Southwest Town Focus Area to include retail, office and residential, as generally shown on the following chart:

1/3 Residential/ 1/3 Industrial, 1/3 Commercial

2005 General Plan Update SOUTHWEST AREA

8.4.1 South Third Avenue District

LUT 41.6

Encourage multi-family with limited retail in the area designated as Mixed Use Residential south of L Street and west of Third Avenue.

LUT 41.7

Create a mixed use core with new residential and local serving retail in the area designated as Mixed Use Residential between Oxford Street and Palomar Street in the Southwest Town Focus Area that will serve as the focal point for the community in the Southwest Planning Area.

LUT 41.8

Retain and enhance local serving retail uses in the area designated as retail between Palomar Street and Orange Avenue.

INTENSITY/HEIGHT

LUT 41.9

In the South Third Avenue District, residential densities within the Mixed Use Residential designation are intended to have a district-wide gross density of 30 dwelling units per acre.

LUT 41.10

In the Southwest Town Focus Area, the commercial (retail and office) portion of the Mixed Use Residential designation is intended to have a focus area-wide aggregate FAR of 1.0. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the district wide aggregate (refer to Section 4.8.1, Interpreting the Land Use Diagram, for a discussion of district-wide versus parcel-specific FAR).

LUT 41.11

In the South Third Avenue District, excluding the Southwest Town Focus Area, the commercial (retail and office) portion of the Mixed Use Residential designation is intended to have a focus area-wide aggregate FAR of 0.5. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the district-wide aggregate (refer to Section 4.9.1, Interpreting the Land Use Diagram, for a discussion of district wide versus parcel-specific FAR).

LUT 41.12

Building heights on both sides of Third Avenue shall be primarily low-rise buildings. Permit low-rise buildings in the Southwest Town Focus Area.

DESIGN

LUT 41.13

Prior to or concurrent with the approval of the first specific plan or other zoning regulations in the South Third Avenue District, establish a design code that reinforces the safety and serenity of the area, and seeks to establish a coherent, aesthetic, international character to the Southwest Planning Area.

LUT 41.14

The specific plan or other regulations prepared to guide development in this area shall address design issues that create a sense of place, a pedestrian friendly environment, enhanced pedestrian linkages, and compatibility with the scale and feel of a cohesive neighborhood community.

LUT 41.15

A specific plan or other regulations in the South Third Avenue District shall require of wide sidewalks, through-block paseos, and other appropriate design-features that enhance the pedestrian environment to link high-use areas, such as the post office; library; park; or a concentration of shops, with transit stations or transit stops.

AMENITIES

LUT 41.16

Community amenities to be considered for the South Third Avenue District as part of any incentives program should include, but not be limited to, those listed in Policy LUT 27.1.

2005 General Plan Update

SOUTHWEST AREA

8.4.2 South Broadway District

VISION FOR DISTRICT

The South Broadway District includes additional residential units along South Broadway, and the phased removal of conflicting automobile-related service/repair shops from L Street to Naples Street, and from Palomar Street to Anita Street. The District focuses on increasing the viability of retail shops, providing for needed housing opportunities, and improving the appearance of this major corridor.

Automobile-related shops are focused within areas designated as light industrial areas, west of Broadway and along Main Street. This is a compatible location for necessary automotive services and avoids land use conflicts on South Broadway, north of Anita Street.

OBJECTIVE 42:

Revitalize land uses along South Broadway between L Street and Anita.

POLICIES & USES:**LUT 42.1**

Encourage the development of residential units, mixed with appropriate retail and professional office, in the area designated as Mixed Use Residential between L Street and Naples Street.

LUT 42.2

Retain retail uses between Naples Street and the SDG&E utility easement.

LUT 42.3

Encourage the development of residential units, mixed with appropriate retail and professional office, in the area designated as Mixed Use Residential between Palomar Street and Anita Street.

LUT 42.4

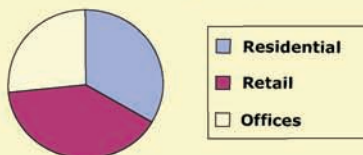
Encourage the relocation of automobile-related service/repair shops from the South Broadway District, north of Naples Street, and south of Palomar Street, to more appropriate areas, including within industrial areas west of Broadway and within the Main Street District, with consideration to effects on adjoining Residential neighborhoods.

LUT 42.5

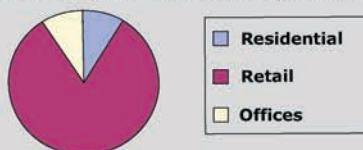
Designate uses on the west side of Colorado Street as Light Industrial.

LUT 42.6

Strive for a distribution of uses within the areas designated as Mixed Use Residential between L Street and Naples Street to be retail, office and residential, as generally shown on the following chart:

**LUT 42.7**

Strive for a distribution of uses within the areas designated as Mixed Use Residential between Palomar Street and Anita Street to be retail, office, and residential, as generally shown on the following chart:



2005 General Plan Update

SOUTHWEST AREA

8.4.2 South Broadway District

LUT 42.8

Implement the Broadway Revitalization Plan, as adopted by City Council.

INTENSITY/HEIGHT**LUT 42.9**

In the South Broadway District, residential densities within the Mixed Use Residential designation between L Street and Naples Street and between Palomar Street and Anita Street are intended to have a District-wide gross density of 30 dwelling units per acre.

LUT 42.10

In the South Broadway District, the commercial (retail and office) portion of the Mixed Use Residential designation between L Street and Naples Street and between Palomar Street and Anita Street is intended to have a Focus Area-wide aggregate FAR of 1.0. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the District-wide aggregate (refer to Section 4.8.1, Interpreting the Land Use Diagram, for a discussion of district-wide versus parcel-specific FAR).

LUT 42.11

Building heights on both sides of Broadway and along Industrial Boulevard in the South Broadway District shall be primarily low-rise buildings.

DESIGN**LUT 42.12**

Encourage the upgrading of older and/or marginal retail uses along the South Broadway District.

LUT 42.13

Prior to or concurrent with the approval of the first specific plan or other zoning regulations for the South Broadway District between L Street and Naples Street, prepare specific guidelines for the development of mixed use projects on South Broadway.

LUT 42.14

Concurrent with the approval of zoning for industrial uses at the northwest corner of Colorado Avenue and Naples Street in the South Broadway District, ensure that light industrial uses on Colorado Street are designed and constructed to: front on Colorado Street; provide parking and entry door access on the west side of buildings; and be appropriately buffered from residential uses.

LUT 42.15

Prior to, or concurrent with the approval of the first specific plan or other zoning regulations in the South Broadway District, develop siting guidelines and criteria for locating automobile-related service/repair shops in areas that adjoin residential neighborhoods.

LUT 42.16

Community amenities to be considered for the South Broadway District as part of any incentive program should include, but not be limited to, the following, and to those items listed in Policy LUT 27.1:

- Community center or community-oriented gathering facility
- Sidewalk widening
- Pedestrian and landscaping improvements
- Recreational and computer rooms
- Mentor programs for education and entertainment
- Streetscape improvements

Urban Design Workshop - South Third Ave District

Participants Comments - August 1, 2009

GROUP #1

What features did you like about the area?

1. Large properties
2. Many public institutions in the area: churches, post office, parks, fire station, community center
3. Potential historical home on Palomar and Garrett
4. Opportunity for public gathering space along Kennedy and 3rd Avenue

What are the challenges and the suggested improvements?

1. Lack of sidewalk alignment
2. No streetscape. → Plant trees that provide shade
3. Lack of sidewalks. → Add them
4. Fire station outdated and underdeveloped. → Remodel, add doorbell (they are inaccessible to public when it's a safe place to leave babies), maybe acquire adjacent vacant property
5. Schoolchildren crossing busy 4th Avenue to homes, dangerous conditions. → Add sidewalks/crosswalks to facilitate pedestrians, disabled
6. Deteriorated homes on 4th and Palomar. → Potential higher density/ big lots and small homes
7. Narrow sidewalks along Palomar (a very busy road) → Add defensible space
8. Corner of 3rd and Palomar, dirty, unsafe and overall bad conditions. → Needs code enforcement, clean up property, improve bus stop, add trees, cover for bus stops, crosswalks on Palomar
9. Inadequate street striping along Oxford. → Add signage
10. Narrow sidewalks along 3rd, no trees south of Oxford and Palomar. → Widen sidewalks
11. A lot of traffic on 3rd, very loud. → Add median to calm traffic
12. Building and area need redevelopment on east side of 3rd from Oxford to Emerson
13. Is Garrett a private or public street?
14. Undeveloped lot by taco shop (3rd between Palomar and Oxford). → Public space or plaza site/more businesses maybe?
15. A lot of streetscape needed along 3rd

**Urban Design Workshop - South Third Ave District
Participants Comments - August 1, 2009**

GROUP #2**What features did you like about the area?**

1. Diversity of uses and cultures (restaurants) on 3rd
2. Some homes show pride of ownership
3. Church and school are clean, which are good images for the community
4. MJ apartments are beautiful (on Palomar)
5. Imel and Rachel Willis' home is beautiful/ Spanish architecture (on Palomar)
6. Lots of pedestrian and bicycle activity
7. Generational uses of businesses and homes
8. Walkability of the area
9. Lauderbach Park
10. Availability of transit- people waiting for buses
11. Existing connection between 3rd and Palomar Gateway
12. Existing affordable housing
13. Opportunity to utilize large parcel for large commercial uses on 3rd between Moss and Naples

What are the challenges and the suggested improvements?

1. Illegal trash dumping at commercial areas
2. Lauderbach entry signs, the lettering inset and logo should be painted a bright color
3. No mailboxes within sidewalks(makes it hard for disabled/ strollers to pass)
4. Expand sidewalks and add parkways
5. Underground utility poles and boxes
6. Community garden at 4th and Oxford adjacent to Fire Station #5
7. Add bulbouts at street intersections
8. Landscape medians on 3rd and 4th
9. Better signage along 3rd Avenue
10. Short term loans for businesses to improve their facades/ competition and awards
11. Name for the area/community with an entry monuments and signs
12. Create business associations/ improvement districts
13. Bikelanes along Palomar, 4th, and 3rd Avenue
14. Sidewalks in front of Lauderbach School, 4th and Oxford, 4th and Orsett to Palomar, Oxford east of 3rd Avenue
15. Outdoor dining along 3rd and Palomar
16. Rehab fire station at 4th and Oxford
17. Farmers market other than on Thursday
18. "Taste of South Third"
19. Facilitate assessment districts to improve sidewalks and drainage
20. "Orchids and onions" for commercial and residential properties
21. Implement traffic calming elements on 3rd
22. Enhanced paving and art at intersections
23. Address homeless problem
24. Improve bus stops with shelters and benches

**Urban Design Workshop - South Third Ave District
Participants Comments - August 1, 2009**

GROUP #3**What are the challenges and the suggested improvements?**

1. Vacant properties. → Fund property owners
2. Odd/ irregular lot configuration. → Many not developed
3. Sidewalks missing on side streets. → Extend 3rd Avenue streetscape master plan south to Palomar, provide consistency of design
4. Ugly, outdated storefronts. → Develop storefront improvement program
5. Signage clutter. → Establish guidelines for new signage
6. Hard to find public places. → Need "way finding"
7. Infrastructure in middle of sidewalk. → Consistency in sidewalk widths
8. Bike route is dangerous. → Street Master Plan could address complete street
9. Landscape maintenance lacking in setbacks. → Retainer for landscape drainage
10. Crosswalks are paved over ramps, not disabled accessible. → Enhance outer sections to provide for pedestrian-friendly bulbouts, painted sidewalks
11. Utility box clutter. → Incorporate as part of art program (also bus benches)
12. 3rd Avenue cars driving fast, no buffer zone to protect pedestrians
13. Lack of funding for improvements. → Create BID
14. Bus furniture in pedestrian zone no bus shelters. → Provide consistent furniture and shelter (cover or trees)
15. Palomar Street many obstacles (utility poles in sidewalk), utility wires exposed, sidewalks uneven and materials differ. → Remove obstacles from sidewalks or extend sidewalk

Urban Design Workshop - South Third Ave District Participants Comments - August 1, 2009

Questions and Comments:

1. Are plans prioritized? Infrastructure (sidewalks) should be first. Budget problems dilute it. Everyday citizenry should be taken care of. City does not think like me.
2. Do departments collaborate? It would help the budget if they did.
3. East side has assessment districts because of Melo Roos and additional taxes. I pay more. The West side can have the same but need to step up.
4. There are a lot of property owners who are against capital improvements.
5. We need a tax base to make improvements. Does the City have any leads on companies who want to invest?
6. How are sidewalks financed?
7. Is that a plan (to elevate trolley)? Did SANDAG feel that it's important?
8. What kind of zone changes are there going to be in this area?
9. Are there restrictions on building heights?
10. I noticed the area of change does not include where the K-Mart is. The adjacent area will be nice and then we'll be left with the "eye sore."
11. Commercial areas need to survey where their consumers will come from. Businesses will not just come in without market studies.
12. How can we as citizens invite businesses and let them know we will shop there?
13. We have to understand this area has been ignored for decades. The City should understand we don't have the culture to do things like the East side. When we take initiative no one answers the phones or there is no help in Spanish. We don't have the resources (money) or knowledge of how to make change. It is not that we are irresponsible.
14. What do you mean by "phasing out" auto shops? Moving them to northern side?
15. Grocery stores...working with vendors too?
16. In the back of Main Street there is still a lot of residential. There is a balance. Putting in more businesses would knock balance.
17. Regarding LUT 42.16 we think we are coming to the Boys and Girls Club, but the entrance is through a park with no sign. It is not inviting to anyone. Will this help here? We need signage!
18. Once documents are ready, when will work be done? When will the City give us ideas so we can work together? We have been working for a long time. People get discouraged thinking input doesn't get heard.
19. Safety of pedestrians is important. Elderly and disabled are provided transportation in other cities. Will the City provide for us?
20. Walkability pamphlet gives a start of who to call. With more residents walking, businesses will know and feel The presence of people.

**Urban Design Workshop - South Third Ave District
August 1, 2009**

Comments made by residents who had to leave early, but left their sheets

Comments made by business owners:

1. Get the homeless out of here
2. "You're a fool to put a dollar in south CV"
3. They are closing the post office on Oxford (in today's paper)
4. "Police service is the worst in SD."
5. "Trash abandoned by dumpster by a nearby resident. Half an hour no answer by CVPD HQ attendant sleeping. It took an hour for response time and there was no responsive command by officer"
6. Sidewalks on Oxford east of 3rd Ave
7. Businesses have problem with people abandoning trash on their lots, which businesses then have to pay to be carted off

Improve:

1. Intervention 4th and Oxford Street corner concrete curbing and sidewalks lacking NW and SW corner
2. Fire station is old, small, needs rehab/ demolition
3. Utility underground still incomplete
4. Improve vacant City lot in corner of 4th and Oxford
5. Cover the drainage channel
6. Curbs and sidewalk 4th and Orsett, 4th and Palomar
7. Freshen the chipped seal on 4th Ave near Palomar
8. Vacant properties bank owned- potential park 4th and Palomar
9. Is there a local sub-community name that could be recognized and officially titled
10. Bike lanes on Palomar between 3rd and 4th
11. Lauderbach Park sign (concrete) in front of park/ community center improve by painting the inset areas with a bright contrasting color compared to concrete grey.
12. Allow putting in a new multifamily project on consolidated lot(s).

Comments:

1. Facilitate establishment of an area-wide self-assessment district for funding and construction of sidewalk and curb improvements with 2/3 voting requirement met at an individual parcel level ie "sub-self-assessment districts" when the facts and circumstances make things possible (eg. No drainage problem remediation uses, etc.)
2. If possible conceive an economic justice alternative whereby properties held for rental with property owners unwilling to vote for investment district could somehow also have a shot at sidewalks/curbs.

Additional comments made by residents who had to leave early

During the tour of the District, observe the characteristics of the area, think in terms of the General Plan Vision and Objectives, and note your impressions below in terms of the following questions:

1. What features do you like about the area?

2. What challenges do you see in the area?

Business comments:

Get the homeless out of here

"Is there a fuel to put a dollar in south co"

They're closing the post office
read today's paper

"Police service is worst in San Diego"

Trash abandoned by dumpster by a nearby resident

He has no answer at CVPP HQ

attendant sleeping

1 hr response time

no response, no command by officer

Bike lanes Oxford east of Third Ave. ✓

Businesses have problem with people abandoning trash on their lots, which businesses then have to pay to be carted off. ✓

3. What would you do to improve the area?

4. Please provide any other comments:

- Intersection 4th & Oxford Street corner concrete curbing & sidewalk lacking NW & SW corners ✓
- Fire station old, small, need rehab, demolition
- utility undergrounding still incomplete ✓
- improve vacant city lot in corner of 4th & Oxford ✓
- cover the drainage channel + 1 1 1 1 SE O
- curb & sidewalk Fourth & Everett → Fourth & Palomar ✓
- Freshen the chip seal on Fourth Avenue nearing Palomar
- Vacant properties waste owned - potential part 4th & Palomar
- Is there a local sub community name, recognized, that could be officially titled
- Bike lanes Palomar between 3rd & 4th ✓
- Lauderbach Park sign (concrete) in front of Park/Community center improve by painting the inset area a bright contrasting color compared to concrete green ✓
- (*) or allow conversion to R-3 & put in new multi-family project on consolidated lot(s)

- Facilitate establishment of an area wide self-assessment district for funding & construction of sidewalk & curb improvements with 2/3 voting requirement met at an individual parcel level i.e. "sub-self-assessment districts" (WHEP) the facts & circumstances make things possible e.g. no drainage problem remediation issues, etc. ✓

- If possible conceive an economic justice alternative whereby properties held for rental with property owners unwilling to vote for assessment district could somehow also have a shot at sidewalks/curbs ✓

Respectfully submitted

David W. King 8/1/09

Exhibit J - Conceptual Map from Group #1



Exhibit K - Conceptual Map from Group #2



Exhibit L - Conceptual Map from Group #3



PALOMAR GATEWAY & WEST FAIRFIELD DISTRICTS

Urban Design Workshop

SUMMARY

July 11, 2009



Acknowledgements

One of the most important elements of any planning process is public participation. The Southwest Urban Design Workshops were conducted to obtain early public input related to the conditions of the five planning districts located in the Southwest area of the city, and the opportunities for their improvement. Over eighteen members of the public participated in the Palomar Gateway and West Fairfield Workshops, and represent a good cross section of the population of the city, such as residents, business owners, property owners, community organizations and other stakeholder of the area. The City of Chula Vista thanks them all for taking the time to participate in the workshop and provide valuable input for the improvement of our community.

"American democracy is rooted in the concept of representation. Actively encouraging citizens to participate in decision making assures their views will be heard. Thus participation is important for a healthy representative democracy."

Quoted from Partnerships and Participation in Planning in: www.uap.vt.edu/cdrom

Workshop Participants

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Mariana Lopez, Interpreter

"The contemporary practice of Urban Design focuses on making the most of urban areas to create pleasant places in which to linger, to partake of public life, and to help build strong, tolerant, progressive civil society."

Quoted from What Is Urban Design? in: www.mcgill.ca/urbandesign/what

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1.0 Introduction

1.1 Purpose of Urban Design Workshop

On July 11, 2009 the Development Services Department sponsored an urban design workshop held at the San Diego County Health and Human Services Building to gather early public input related to the specific planning process and issues related to future land uses, transportation, and urban design for the Palomar Gateway District (PGD) and West Fairfield District of southwest Chula Vista. The preparation of specific plans or other implementing zoning and development regulations is mandated by the 2005 General Plan for each of the five Southwest planning districts in order to provide the tools necessary to implement the objectives and policies of the 2005 General Plan.

Over eighteen members of the community attended the Saturday session which was the first of three workshops held over the summer. The Urban Design Workshop was intended to foster and bring forth the community's diverse viewpoints, as an initial step in the planning process. The intent of the workshop was to quickly develop rough Concepts Diagrams with local residents and property owners, and community organizations who are both familiar with the conditions of the district and have an interest in the ultimate recommendations of the Plan. This booklet portrays the results of the workshop. It identifies challenges and opportunities facing long term viability of the area and ideas suggested by Workshop participants.

1.2 Districts Location and Description

Palomar Gateway District - Existing Conditions

The PGD is located in southwestern Chula Vista. Located at the interchange of Palomar Street and the Interstate 5 freeway, the PGD is the major southern gateway to the City of Chula Vista for visitors entering both from the freeway and from the blue line San Diego Trolley. The bulk of the district lies between Interstate 5, Palomar Street, Industrial Boulevard, and Anita Street. The district also includes areas north of Palomar Street between Interstate 5 and Industrial Boulevard, the northeast corner of Palomar Street and Industrial Boulevard, and the Palomar Street Trolley Station.

The district is fully urbanized and radiates from the Palomar Transit Station at the intersection of Palomar Street and Industrial Boulevard, and contains a mix of light industrial, commercial and multi-family housing extending north and south of Palomar Street. Residential densities in the area are currently fairly low, approximately 4.1 dwelling units per acre. Across Industrial Boulevard to the east is the major commercial nucleus of Southwest Chula Vista - an area which attracts shoppers and employees from points north and south. The potential for the PGD to evolve from a low-density auto-focused interchange into a higher density transit oriented community has been recognized both by SANDAG's Vision 2020 Plan, which designated the PGD as a Planned/Existing Smart Growth Community Center, and the City's 2005 General Plan, which calls for the district to be developed as a Transit Focus Area.



Palomar Gateway District

Summary

Progress towards this vision is already underway, with pedestrian/transit improvements on Palomar Street and Industrial Boulevard provided by the 2005 Transnet SGIP grant expected to be completed in the fall of 2009. In order to fully realize the transformation of the district, however, it will be necessary to engage in a Specific Planning process to update the City's zoning code to reflect the smart growth vision prescribed by the General Plan.

West Fairfield District - Existing Conditions

The West Fairfield District, originally part of the Fairfield neighborhood that was divided by the construction of Interstate 5, is located on the west side of Interstate 5, between Palomar Street and Main Street, and is flanked by San Diego Bay on the west. The West Fairfield District occupies approximately 68 acres of land and has a mix of light industrial and office uses interspersed with older, single-family homes and vacant lots. This mix of uses developed without the benefit of city planning policies and/or zoning regulations. West Fairfield is somewhat isolated from the rest of Chula Vista, due to Interstate 5 forming its eastern edge. Pedestrian routes across the freeway are limited and heavily traveled by cars and trucks. Freeway on-and off-ramps at Palomar Street provide convenient freeway access into the District for vehicles.



West Fairfield District

1.3 Context - General Plan

The Chula Vista 2005 General Plan designates the Palomar Gateway and West Fairfield districts as two of the five "focused areas of change" which are those areas where more intensive development, revitalization and/or redevelopment are proposed to occur. The General Plan vision for Palomar Gateway includes a Mixed-Use Transit Focus Area (TFA) directly west of the Palomar Trolley Station, higher residential intensity, a neighborhood park and retail to the south of the TFA. The goal is to provide for additional housing and mixed-uses that take advantage of a major transit station within walking distance.

The General Plan vision for the West Fairfield district includes a major employment center, with regional retail and other employment uses. The higher intensity residential and employment uses between the Palomar Gateway and West Fairfield districts located east and west of Interstate 5, respectively, are synergistic uses that exemplify "Smart Growth" principles (i.e. jobs, housing, and neighborhood-serving commercial services within walking distance of transit).

Future development of the Palomar Gateway and West Fairfield districts must be consistent with the goals and policies of the 2005 General Plan. Exhibits A, B and C identify objectives and policies, from the Land Use and Transportation Element, the Economic Development Element, as well as the Southwest Area Plan of the General Plan, which apply to the Palomar Gateway and West Fairfield districts.

Summary

SOUTHWEST SPECIFIC PLANNING PROCESS
URBAN DESIGN WORKSHOPS

These full-day design workshops offer participants the opportunity to provide early input into the future specific plans for Southwest Chula Vista. Workshops will include walking assessments, brainstorming sessions, and open discussions that will result in the creation of preliminary design recommendations for each of the following areas:

WEST FAIRFIELD AND PALOMAR GATEWAY DISTRICTS
SAT., JULY 11 • 10 AM - 4 PM
COUNTY HEALTH & HUMAN SERVICES BLDG
800 Oxford Street, Conference Room 2

SOUTHWEST SPECIFIC PLANNING PROCESS
URBAN DESIGN WORKSHOPS
Provide early input into the future specific plans for Southwest Chula Vista. Includes walking assessments, brainstorming sessions, and open discussions that will create recommendations for the following areas:

WEST FAIRFIELD AND PALOMAR GATEWAY DISTRICTS
SAT., JULY 11 • 10 AM - 4 PM
COUNTY HEALTH & HUMAN SERVICES BLDG
800 Oxford Street, Conference Room 2

MAIN STREET DISTRICT
SAT., JULY 25 • 10 AM - 4 PM
OTAY RECREATION CENTER • 3554 Main St.

SOUTH THIRD AVENUE, SOUTH BROADWAY DISTRICTS
SAT., AUG. 1 • 10 AM - 4 PM
LAUDERBACH PARK BOYS & GIRLS CLUB • 333 Oxford St.

Spanish translation and a light lunch will be provided.
For more information or to register, call Miguel Tapia at (619) 491-5265 or email mtapia@chula-vista.ca.us

Star News Display Ad

2.0 Summary of Workshop

The workshop was a one-day activity, intended to provide opportunities for the public to engage in a “hands on” planning exercise. The process was an inclusive public participation outreach to gain input from residents, business and property owners, and community organizations regarding their perspective and vision for the area. The outreach for the workshop included distribution of meeting flyers to many individuals and organizations involved in previous Southwest community planning efforts, posting flyers at local businesses and public buildings, highlighting the workshops on the City's website, press releases to local newspapers, e-mail blasts through Nixle messaging, and coordination with various community groups to encourage the community's participation.



Participants discuss their impressions of the area after the walking tour.

The all day workshop included a morning presentation by city staff regarding the general plan and specific plans, and a healthy dialogue with the participants; a two hour walking tour of the district;

followed by afternoon brainstorming sessions by small groups in response to opportunities and challenges observed on the walking

tour. The small groups depicted their written comments on an aerial map and concluded the day by presenting their findings to the entire group.



Mr. Gary Halbert, Director of the Development Services Department, provides opening remarks at the workshop

During the tour of the District, observe the characteristics of the area, think in terms of the General Plan Vision and Objectives, and note your impressions below in terms of the following questions:

1. What challenges do you see in the area?

2. What solutions do you see for the area?



SOUTHWEST SPECIFIC PLANNING PROCESS
URBAN DESIGN WORKSHOPS

PALOMAR GATEWAY DISTRICTS
"Walking Tour"

July 11, 2009

CITY OF CHULA VISTA
Redevelopment & Planning

2.1 Walking Tour

The Workshop's afternoon session included a walking tour of the district area. The Urban Design Workshop covered in this booklet was for the Palomar Gateway District and the West Fairfield District. However, due to time limitations and the large territory that could not be walked in one session, the walking tour included only the Palomar Gateway District. Aerial views of the West Fairfield district were provided, and insights were shared from one of the major property owners who attended the workshop. The purpose of the walking tour of Palomar Gateway was to explore the district on foot and see and experience the territory first hand. The tour was used to identify and point out problems/issues that need to be addressed as part of the specific planning process. The tour also served to identify opportunities and constraints and categorize problems/issues related to land use, infrastructure, and urban design.

The group of stakeholders that participated in the walking tour was divided into 3 groups. Each group was kept small in order to facilitate the observation of the area and the discussion. Each group was led by one or two city staff members. While each group went in a different direction, all groups covered the same territory and saw the same area.



Participants mark their comments on a Conceptual Map



2.2 Group Breakout Sessions

At the completion of the tour, all groups went back to the meeting place to debrief on their observations. Each group was asked to discuss what they saw and develop a list of problems/issues, opportunities/constraints, and suggest ways to improve the area. Exhibits D, E, F, G and H are a compilation of the input provided by the walking tour participants.



Participants provide comments about the area and prepare Conceptual Map.

2.3 Group Presentations

The participants were also given large (2' x 3') aerial maps of the area and were asked to put their comments/suggestions on the maps and develop a conceptual map of the district. Exhibits I and J show the images of the maps prepared by the groups.

The last exercise of the afternoon

was for each group to report out and present their conceptual map to the entire group.



Each of the groups presents its Conceptual Map to the rest of the participants

3.0 Next Steps

The Urban Design Workshop for the Palomar Gateway and West Fairfield districts was the first step in the specific planning process for the southwest area of Chula Vista. As indicated previously, the southwest area contains five districts that have been designated by the 2005 General Plan Update as areas for further study and preparation of a specific plan or other regulatory plans/documents. The Palomar Gateway and West Fairfield districts will both be the subject of a specific plan preparation. Because the West Fairfield area is within the coastal zone, the specific plan for this area will be part of a Local Coastal Plan that would potentially be prepared in conjunction with the development of a large portion of the area under the ownership of the Charles Company.



In July 2009, the San Diego Association of Governments (SANDAG) awarded a grant to the City of Chula Vista to fund the preparation of the specific plan for the Palomar Gateway District. Following the administrative procedures for the award and acceptance of the grant, City staff estimates that the specific planning tasks will commence in November 2009. The Urban Design Workshop and the resulting lists of comments and Conceptual Maps will be utilized in various ways throughout the specific planning process.

The participation of the residents, property/business owners and other stakeholders will be an important element of this process. It is anticipated that a Working Group of stakeholders will be formed, and members of the public will be invited to participate in community meetings to provide input throughout the process.



Conceptual Maps prepared by participants groups



An art rendering from one of the groups.

2005 General Plan Update
Land Use and Transportation and Economic Development Elements
Objectives and Policies

Land Use and Transportation**OBJECTIVE LUT 5**

Designate opportunities for mixed use areas with higher density housing that is near shopping, jobs, and transit in appropriate locations throughout the City.

Policies

LUT 5.4 Develop the following areas as mixed use centers: Urban Core, Palomar Trolley Station, Eastern Urban Center, and Otay Ranch Village Cores and Town Centers.

OBJECTIVE LUT 17

Plan and coordinate development to be compatible and supportive of planned transit.

Policies

LUT 17.2 Direct higher intensity and mixed use developments to areas within walking distance of transit, including San Diego Trolley stations along E, H, and Palomar Streets, and new stations along future transit lines, including Bus Rapid Transit (BRT).

OBJECTIVE LUT 19

Coordinate with the regional transportation planning agency, SANDAG, and transit service providers such as the Metropolitan Transit System (MTS), to develop a state-of-the-art transit system that provides excellent service to residents, workers, students and the disabled, both within the City, and with inter-regional destinations.

Policies

LUT 19.5 Plan for and promote improved access between the Palomar Street, E Street and H Street light rail stations and land uses east of those stations and to the Bayfront. This may involve the construction of separate bridges or ramps connecting Chula Vista streets to transit facilities and/or a deck over Interstate 5 to the Bayfront..

Economic Development**OBJECTIVE ED 9**

Develop community serving and neighborhood uses to serve residents and visitors alike.

Policies**ED 9.1**

Provide for community and neighborhood commercial centers in areas convenient to residents. These centers should complement and meet the needs of the surrounding neighborhood through their location, size, scale and design. The neighborhood concept of providing pedestrian, bicycle and other non-motorized access should be encouraged.

ED 9.4

Develop specific plans for areas of the City, including but not necessarily limited to the West Main Street, Broadway, South Third Avenue, North Fourth Avenue/Third Avenue "gateway", E Street, West H Street, and Palomar Street areas (More than one area may be addressed in a single plan, such as the Urban Core Specific Plan.) Include an economic component in the specific plans.

ED 9.5

Encourage clustered commercial uses to prevent and discourage strip development. Locate commercial uses at focal points along major arterial streets or expressways and in village core areas.

ED 9.6

Encourage clustered, smaller scale office and professional uses along major streets and in neighborhood centers in a variety of areas dispersed throughout the community to meet the needs of nearby neighborhoods

2005 General Plan Update

SOUTHWEST AREA

8.4.2 Palomar Gateway District

VISION FOR DISTRICT

The Palomar Gateway District is the major southern gateway into the City and functions as one of the activity corridors in the City. The District provides housing and support uses near a regional transit route. Higher density residential development within walking distance of the Palomar Trolley Station provides additional affordable housing opportunities. Local retail and services are along Palomar Street, and more retail and services are in mixed use development south of Palomar Street.

In addition to nearby community-serving retail uses on Broadway and Palomar Street, a new five-acre neighborhood park is located in the area north of Oxford Street, within walking distance of new residential housing.

OBJECTIVE 43:

Establish a Mixed Use Transit Focus Area surrounding the Palomar Trolley Station

POLICIES**LUT 43.1**

The City shall prepare, or cause to have prepared, a specific plan, master plan, or other regulatory document to guide the coordinated establishment of a **Mixed Use Transit Focus Area** within the Palomar Gateway District on properties north and south of Palomar Street, within walkable distance of the Palomar Trolley Station. The specific plan or other regulatory document shall include guidelines and zoning-level standards for the arrangement of land uses that include plans for adequate pedestrian connections and support services for residents, as well as those using the transit station.

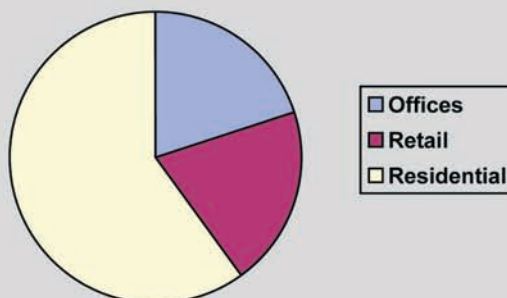
The City will prepare an Implementation Program to assure establishment of the above plan/regulations. The Program will include interim provisions for the consideration of any projects within this areas, prior to completion and adoption of the according plan/regulations.

LUT 43.2

Provide for a five-acre neighborhood park within the Palomar Gateway District.

USES**LUT 43.3**

Strive for a distribution of uses within the areas designated as Mixed Use Transit Focus Area along Palomar Street to include retail, offices, and residential, as generally shown on the following chart:

**LUT 43.4**

Provide a mix of uses with a focus on retail and some office uses along Palomar Street in the Mixed Use Transit Focus Area, with residential uses above and/or behind the retail and offices uses.

LUT 43.5

Provide a mix of local-serving retail and office uses near the Palomar Trolley Station and at the Gateways into the Palomar Gateway District.

INTENSITY/HEIGHT**LUT 43.6**

In the Palomar Gateway District, residential densities within the Mixed Use Transit Focus Area designation are intended to have a district-wide gross density of 40 dwelling units per acre.

LUT 43.7

In the Palomar Gateway District, the commercial (retail and office) portion of the Mixed Use Transit Focus Area designation is intended to have a focus area-wide aggregate FAR of 1.0. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the district-wide aggregate (refer to Section 4.9.1, Interpreting the Land Use Diagram, for a discussion of district-wide versus parcel-specific FAR).

LUT 43.8

Building heights in the Palomar Gateway District Mixed Use Transit Focus Area shall be low-rise, with **some mid-rise buildings**.

LUT 43.9

Building heights in the Residential High designated area shall be low-rise buildings.

LUT 43.10

In the Palomar Gateway District, permit a maximum floor area ratio of 0.5 and low-rise buildings in the Retail Commercial designated area on Industrial Boulevard adjacent to the area designated as Residential High.

DESIGN**LUT 43.11**

The specific plan or other regulatory document for the Palomar Gateway District shall establish design and landscape guidelines for the improvement of Palomar Street as a gateway to the City.

LUT 43.12

Provide for safe, effective, and aesthetic pedestrian crossings and improvements to Palomar Street and Industrial Boulevard.

AMENITIES**LUT 43.13**

Community amenities to be considered for the Palomar Gateway District as part of any incentive program should include, but not be limited to those listed in Policy LUT 27.1.

LUT 43.14

Provide for the development of one Neighborhood Park within or near the Palomar Gateway District.

LUT 43.15

Establish a community/cultural center near Palomar Street and Third Avenue.

2005 General Plan Update

SOUTHWEST AREA

8.4.4 West Fairfield District

Vision for District

The West Fairfield District has been redeveloped through a well-planned and coordinated master plan. There are very few land use conflicts, and land uses have been expanded by reclaiming an old San Diego settlement pond to the southwest. The West Fairfield District has good freeway access at Palomar and Main Streets, and it is an employment center, with regional retail and other employment uses. An educational facility is also located in the West Fairfield District.

Objective LUT 44:

Redevelop the West Fairfield District to become an employment center.

Policies**LUT 44.1**

The City shall prepare, or cause to have prepared, a specific plan, master plan or other regulatory document to coordinate and guide the comprehensive redevelopment of the West Fairfield District. The City will prepare an Implementation Program to assure establishment of the above plan/regulations. The Program will also include interim provisions for the consideration of any projects within the West Fairfield District area prior to completion and adoption of the applicable plan/regulations.

LUT 44.2

Coordinate with the City of San Diego on the annexation/de-annexation of property that would expand the development area and increase the viability for redevelopment of the West Fairfield District.

LUT 44.3

Support efforts by the City of San Diego and the United States Fish and Wildlife Service for potential restoration of the historical Western Salt Works building located west of the West Fairfield District.

LUT 44.4

Provide for the extension of the Bayshore Bikeway along the westerly edge of the West Fairfield District through coordination with SANDAG and the City of San Diego.

LUT 44.5

Coordinate with CALTRANS on the provision of appropriate pedestrian connections, linking the West Fairfield District with the Palomar Trolley Station over Interstate 5, with any reconstruction of bridges along Palomar Street and Main Street.

USES**LUT 44.6**

Consider locating an educational facility within the West Fairfield District that would serve the residents of the South Bay and that would take advantage of transit facilities at the Palomar Trolley Station.

LUT 44.7

Permit a mix of retail commercial, professional office, research and limited manufacturing in the area designated as Mixed Use Commercial west of Interstate 5.

INTENSITY/HEIGHT**LUT 44.8**

In the West Fairfield District, development within the Mixed Use Commercial designation is intended to have a district-wide aggregate FAR of 0.5. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the district-wide aggregate (refer to Section 4.9.1, Interpreting the Land Use Diagram, for a discussion of district-wide versus parcel-specific FAR).

LUT 44.9

Building heights shall be low-rise in the Mixed Use Commercial designated area.

DESIGN**LUT 44.10**

Provide for implementation of the Bayshore Bikeway in the design for West Fairfield, including complementary landscaping and strategic points of access to the bikeway.

LUT 44.11

Locate retail commercial services near Palomar Street.

LUT 44.12

Consider integration of the historical Western Salt Works Building design and heritage into the design and amenities for the West Fairfield District redevelopment.

LUT 44.13

Community amenities to be considered for the West Fairfield District as part of any bonus program should include, but not be limited to, those listed in Policy LUT 27.1.

Workshop Participants Comments - July 11, 2009**GROUP #1** (Focused on West Fairfield District)**Features that we liked in the area:**

- That we allowed new construction in area which increased the value of properties and creates/demands more necessities
- There is a bay view
- Bike path, restaurants

Challenges:

- Abandoned lots
- Having industrial mixed in here and there with residential
- Providing services for a larger area that is growing in population
- City needs to be conscious of keeping the right balance between property owners/developers rights and the provision of public services (Library/education)
- Lack of INFRASTRUCTURE!
- Lack of Sidewalks, sewer lines
- How to preserve habitat while urbanizing area - Environment and urbanization of area

Opportunities:

- Depths of lots
- Designated nature area
- Mixed use along transit corridor
- Multi-family development
- Views, transportation hub
- Access on Palomar and Main Street
- Area owned by one company, which can get things going

What we would like to see:

- Green Spaces
- Entertainment centers
- Village Concept: residential, commercial, retail, office, etc
- All government agencies working together
- Mixed use commercial/residential in area with entertainment facilities
- Property owners approached/be more inclusive
- Rehabilitation/aesthetics program
- Educational facility (maybe art) to connect with environment, don't lose Natural beauty
- LEED ideas whenever possible
- Promoting "clean" green industry

Summary

Workshop Participants Comments - July 11, 2009

GROUP #2 (Focused on Palomar Gateway District)**Challenges:**

- No pedestrian zone on some sidewalks - obstructions in different places - there are poles and utilities blocking sidewalk
- Inadequate pedestrian lighting
- Make sure new development pays for infrastructure
- Wide curb ratios encourage cars to turn right very fast, creates conflicts with pedestrians while crossing intersections
- Big arterials (Palomar and Industrial) sidewalk is next to street, pedestrians exposed to traffic
- Ugly chain link fence: Fence next to sidewalk on Industrial south of Palomar does not look nice. Replacement should be aesthetically pleasing fence
- Need safer pedestrian crossings
- Need for park - potentially accross multiple owners/and current new owner
- Noncontiguous sidewalk (like in eastern corner) - Solution: new and retrofit corners should not have big ratios, install bulbouts
- Entering adequate public facilities with new growth (Harborside Elementary @ capacity)

Opportunities:

- Good from grant funding perspective
- Multiple story residential Frontage. Fabulous view of the bay

What we would like to see:

- Place a planting strip to create protection buffer for pedestrian and create a nicer place to walk (the only Nice place to walk is Palomar St, west of industrial)
- Make sure new development pays for infrastructure
- Trenton Ave- provide public access to industrial
- Create safer crosswalks. Industrial will need safe crosswalks close to trolley station
- Remove objects on sidewalk to allow people on wheel-chair or people with strollers to continue walking. Continue sidewalks from PG projects
- I-5/Palomar Study represents opportunity to address needs
- Loop road through Walnut and Trenton
- Put pedestrian activated signals

Summary

- Coordinate signals along Palomar
- Look for opportunities within TFA + RH for parks (alongside Ada and creek area)
- Balboa Park
- Ped/Bike bridge to connect and bring community back together
- Bayshore bikeway
- Construct greenway linking SDG&E green space east of Industrial west to bayfront

What we would like to see:

1. Improve access in the surrounding blocks of Walnut and Trenton streets
2. Remove unused infrastructure on the Northwest corner of Palomar and Industrial
3. Complete street improvements on Industrial Boulevard
4. Construct greenway linking I-5 to the "floating" park; we would like to see a bayfront in the West Fairfield District
5. Palomar Street's signals to be synched by October 2009 (per Frank)
6. Higher rise views along Frontage Rd.
7. Maintain secondary access path to trolley that runs between Food 4 Less shopping center and the station

Workshop Participants Comments - July 11, 2009

GROUP #3**Information needed for future planning:**

- Density maps
- Traffic Studies
- Job/ housing ratios
- Deadline/Timeline for process so that we know something will get done

What we would like to see:

- Creekside park
- Move trees
- Sound wall for I-5
- Signage along Dorothy Street
- Artist theme (refer to drawings)
- Street vendors near trolley for convenient access to food, beverage, flowers
- Community Bulletin board near trolley
- Public art/music
- Public art such as: sound makers, reminder of agricultural past, kinetic sculpture
- Art Walk
- Water features
- Native plants
- Entry gateway
- Push carts to encourage walking
- Pushcart paddock
- Coffee shops, education center, liquor stores, mini plazas
- Bike lockers
- Children's museum
- Interaction with NWR throughout district

Constrains:

- No sidewalk
- Parking on street
- Too much red tape
- West Fairfield:" does anyone use this name?
- Trucks parked along Industrial are unsightly and are a traffic hazard

Suggestions (on sticky-notes) on map:

1. Wildlife refuge focus
2. Preserve historic building: (reuse as) Children's Museum/ Nature Center
3. Continue park to bay
4. Maintain lower density housing adjacent to Industrial
5. Water features to buffer noise from freeway and trolley
6. Shade trees/No palms!
7. No high density close to freeway
8. Reconsider high density rightly, (because of) noise from freight train operation, overcrowding at schools!

Summary

9. Artists' colony
10. Shopping cart collection areas-paddocks
11. Art walk, colorful buildings, unique architecture
12. Lofts for artists, to establish business
13. Plaza paseo gas station and Car wash at Industrial and Palomar, restaurants, schools
14. Get people out of cars
15. Identify and develop community mosaic, artwork, signage
16. Solar lights, maximize solar
17. Directional and monument signage for trolley, pedestrian signs, etc
18. Plant more Tipuana Tipu trees- they have a nice canopy
19. Art on utility boxes
20. Install directional signage for the District
21. Develop pedestrian plan with connection to West Palomar
22. Median breaks along Industrial allow pedestrian access to trolley
23. Park should incorporate creek- potential skate park; Tony Hawk Foundation
24. Criss-cross pedestrian crossing on Palomar and Industrial
25. Drainage area adjacent to trolley tracks should be planted or landscaped- Riparian
28. Below or above/ grade, crossing
29. Street Vendors-mini plaza @ trolley, farmers market, community activity

Palomar Gateway Districts & West Fairfield Districts

General Notes - July 11, 2009**Community Questions/Comments:**

1. When did area become known as Palomar Gateway?
2. Why is the East side of Industrial not included in the "Gateway?"
3. There is a 3.5-acre lot for sale on the corner of Ada, why isn't the City putting in an offer?
4. What is the existing density? It seems like everything is being done in a vacuum. Need data before, not after, or else there will be problems in the area, such as traffic.
5. There doesn't seem to be a focus on residential aspect. There currently is a 0.6 imbalance between residential and jobs available. The Southwest was balanced until the City came in and destroyed it.
6. From the time of the Montgomery annexation, we (community) were told it was in our best interest to annex to the City because the County of San Diego was not taking care of us, however, zero has been done since.
7. Previous issues were to be corrected, but they were left on the backburner. Or just waiting for people to die out.
8. There are existing infrastructure deficits today, we need to deal with those issues.
9. Convince us with action.
10. How are our concerns going to be addressed in report?
11. Concern and frustration needs to be articulated/documentated in order to move forward.
12. Let community know that we have gotten back to them in implementation of plan.
13. The way to go forward is to deal with the past.
14. This (graphic with LUTs) is only an excerpt of the General Plan. I know there is a section related to commitment in this document. Specific deficits are identified. I think an addendum should be added to this so it's not so narrow.

Palomar Gateway & West Fairfield Districts

July 11, 2009

Comments made by residents who had to leave early, but left their sheets**Things we like:**

1. Convenient major regional transportation facilities (eg. Freeway, trolley) make area a high potential area for any and all higher future uses, be they residential, commercial, or industrial.
2. Historic rail line offers intriguing possibilities.
3. Area has high scenic and historic natural features such as the bay, even ocean views, historic salt works and nature conservation potential both now and even more in the future.
4. Proximity of potential improved/increased residential to mass transit (trolley).
5. Work/home balance potential from placing employing usages close to transportation facilities.

Challenges:

1. Municipal boundary bisects the area (Chula Vista/San Diego).
2. Lack of coherence between existing uses and existing zoning and future plans.
3. Noise from freeway.
4. Proximity of existing, possibly incompatible uses (eg. Residential/industrial).
5. Traffic congestion exacerbated by trolley line without "grade separation."

Improve:

1. A major property owner/developer present at the workshop appeared to be actively seeking input on how to develop the area in manner more acceptable and compatible with community.
2. Why should CV bayfront development be focused solely on the NW CV bayfront? Consider the SW CV bayfront also.
3. Identify potential signature uses that will capture the imagination to spur positive development, identify significant potential constraints and develop plans to overcome them.
4. Begin long-term exploration/planning for possible trolley spur West of I-5 stretching from NWCV bayfront along SWCV bayfront extending over to Imperial Beach.
5. Explore LAFCO or other potential avenues of concentrating municipal governance to single most closely related jurisdiction (eg. CV) in order to facilitate optimization and success of future development efforts.

Other Comments:

1. Re: 3A: who knows if something like Gaylord or stadium project will ever occur, but power plant will come down someday, some kind of projects will occur and trolley spur could provide a significant fill up to development and revitalization of all areas such as NW CV bay, SW CV bay, IB, etc.
2. Historic level-grade rail right of way is truly unparalleled asset. A bikeway may be along it but could be readily moved slightly and/or relocated in order to reactivate rail for potential trolley usage. Since its ownership is still relatively "in the public domain" it could be reactivated at relatively low cost, much as the original trolley South Line was when the San Diego trolley system first started and to this Day has relatively low capital and operational cost.

Exhibit I - Conceptual Map from Group #2

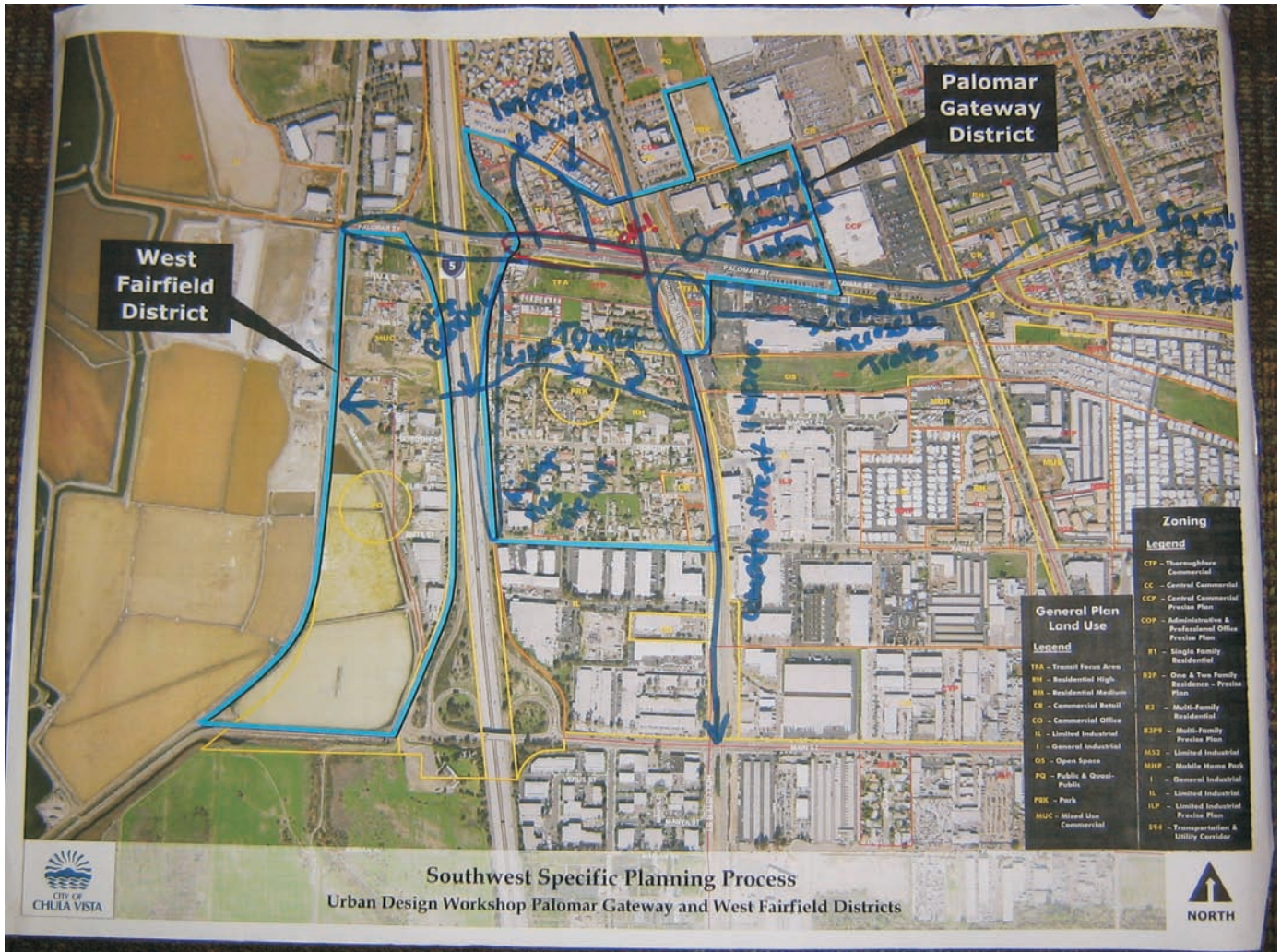


Exhibit J - Conceptual Map from Group #3

